MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

PWC1010–WORKPLACE COMMUNICATION

(All sections)

13 MARCH 2018
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE** printed pages with **2** sections.
2. Answer **ALL** questions.
3. Write all your answers in the answer booklet provided.

SECTION A: CASE STUDY [30 MARKS]

Question 1 [15 marks]
Instructions: Read the following case and answer the questions that follow.

Goodwill Corporation is a rubber-related product manufacturer located at Jasin, Melaka. During a meeting held last week, the Chairperson, Mr Gan, who is also the company owner and General Manager, reported on the company's financial performance. According to him, everything is fine and according to plan. He stressed on the increase of profit since the first quarter of the year; hence, staff should not listen to rumours that the company is facing a serious financial difficulty. He purposely did not give the whole picture of the company's financial performance to avoid restlessness amongst the staff.

In reality, Goodwill Corporation is facing some problems caused by several factors. The raw material prices have skyrocketed since the devaluation of Ringgit. Furthermore, some clients have failed to pay on time due to their financial woes. However, Mr Gan and his team had gone through a similar situation five years before, and they had managed to overcome the difficulties.

Towards the end of the meeting, Mr Gan looked at the Finance Manager, Mr Law, once in a while as if to get his approval and support on everything he presented. It was very important that he ensured that everything would appear fine so that staff's morale would remain high, and nobody would have any intention to resign. For the company, hiring new staff would make it more difficult since a few weeks would be needed for new staff to acclimatise and undergo some training. However, in the agenda the meeting participants had received earlier, Mr Law was supposed to present the financial status of the company.

"So, there's nothing to worry about," he says confidently. Before ending the meeting, Mr Gan looked at Mr Law to seek his comment.

"Yes, the company is moving on the right track, and everybody should work together as a team", said Mr Law to Nikki, one of his sales executives. He remembered Nicky's inquiry about the company's performance a few days earlier. To substantiate his claim and motivate the meeting members, he also mentioned about the possibility of giving at least 1-month bonus this year.

i. Do you think the chairperson has conducted the meeting appropriately? Justify your answer. (2 marks)

ii. Give **TWO** examples of a downward communication that took place in the meeting. (2 marks)

iii. In what way Mr Gan can be seen as a confident person? (3 marks)

iv. Other than Mr Gan's actual experience, describe the other **FOUR** sources, according to Hollenbeck and Hall, of attaining and improving self-confidence. (8 marks)

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Question 2 [15 marks]
Instructions: Read the following case and answer the questions that follow.

Mr Gene is the Manager for the Product Department in HereWeGo Incorporation, a supplier for furniture product located in Kuala Lumpur. He knows Jason, a technician in the Finance Department quite well since Jason used to work under him for three years. They are rather close to each other. One day Mr Gene was experiencing some computer problems. It kept on rebooting several times which caused Mr Gene a few hours trying to figure out on what went wrong. To make it worse, he had to submit some important information to the CEO that day.

Therefore, he called Jason to fix his problem. While Jason was busy with Mr Gene's computer, Mr Raju, the Manager at the Finance Department went to Jason's workstation to ask him about the latest anti-virus purchase. Since Jason was unavailable, Mr Raju had to wait for almost an hour before Jason came in and greeted him.

"Where have you been?" Mr Raju asked in a rather serious tone. "I went to Mr Gene's office for a while since he had some problems with his computer," replied Jason, while looking down at the floor. Mr Raju was rather upset that Mr Gene had not notified him on getting service from a Finance Department staff.

Quickly Mr Raju called Mr Gene to get his explanation. Mr Raju was aware that Mr Gene had his own technicians under him. His voice was rather loud at the beginning but began to sound friendlier later. After a few minutes, Mr Gene apologised to Mr Raju and mentioned that he was aware of the protocol. However, his technician was on leave that day, and he needed to have his computer fixed immediately. Mr Gene also mentioned that he had actually called Mr Raju before getting Jason's services, but nobody picked up the telephone. Thus, Mr Gene sent Mr Raju a brief email explaining about his problem.

i. Describe the horizontal communication that failed to take place in the situation above. (1 mark)

ii. State **THREE** functions of horizontal communication in the workplace. (3 marks)

iii. Describe briefly **TWO** mistakes made by Mr Gene and Mr Raju that could lead to a conflict. (4 marks)

iv. Explain the possible direct implication resulting from the absence of communication between the two managers. (3 marks)

v. Provide **FOUR** examples of non-verbal communication from the text. (4 marks)

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SECTION B: WRITTEN COMMUNICATION QUESTION [30 MARKS]

Question 1 [15 marks]
Instructions: Write a **memo** of about 200 words based on the scenario below.

The Internet service at Big Bucks Bothers will face a 4-day disruption affecting the whole organisation due to some upgrading activities starting from 19 March 2018. However, all staff are supposed to respond to a compulsory online survey uploaded by the management a week before 22 March 2018, which is the due date. Failure to do so will affect their performance assessment for that year. As the Manager of the Human Resource Department, write a memo to all departments to explain the situation and propose necessary actions.

You may invent any other necessary details.

Question 2 [15 marks]
Instructions: Write a letter of about 200 words based on the information below using the **fully blocked format** and **open punctuation**.

Your department has purchased a computer programme from Prime Infotech, a well-known IT programme provider in Kuala Lumpur, for the management to monitor sales staff activities while being away from office. However, keying the details into the system is difficult for the staff since the programme pages display too many difficult key terms and certain submission clicks cannot be undone. This has led to some problems. As the Sales Manager of your company, write a complaint letter to the Product Manager of Prime Infotech to explain the situation and state the expected action to be taken by the provider.

You may invent any other necessary details.

End of Paper